



Independent *work.*

A decade of parallel projects.
Building audiences, shipping
content, and sharpening craft.

CLAIRE SZEWCZYK · 2015–2026

*six lists
from 0*

AI
R&D

*38
novels*

- THE
FRAME

A decade of *parallel* work —
not a side career, *a second
engine.*

Running these projects alongside full-time roles,
where I test ideas, build audiences from scratch, and
keep my skills sharp between day jobs.

- BY THE NUMBERS

Ten years, six audiences, thirty-eight books, and a lot of subject lines.

6 lists

Email audiences grown past 10,000 subscribers, from zero.

38

Novels self-published as an independent author. 4 Amazon Bestsellers.

16

Audiobooks produced and directed, script through final mix.

\$0.07

Meta ads cost-per-click at scale, self-funded budgets only.

32.5 %

Click-through rate on BookBub ad placements.

10 yrs

Continuous independent practice alongside full-time roles since 2015.

Content and SEO contracts across three verticals.

VERTICALS SERVED

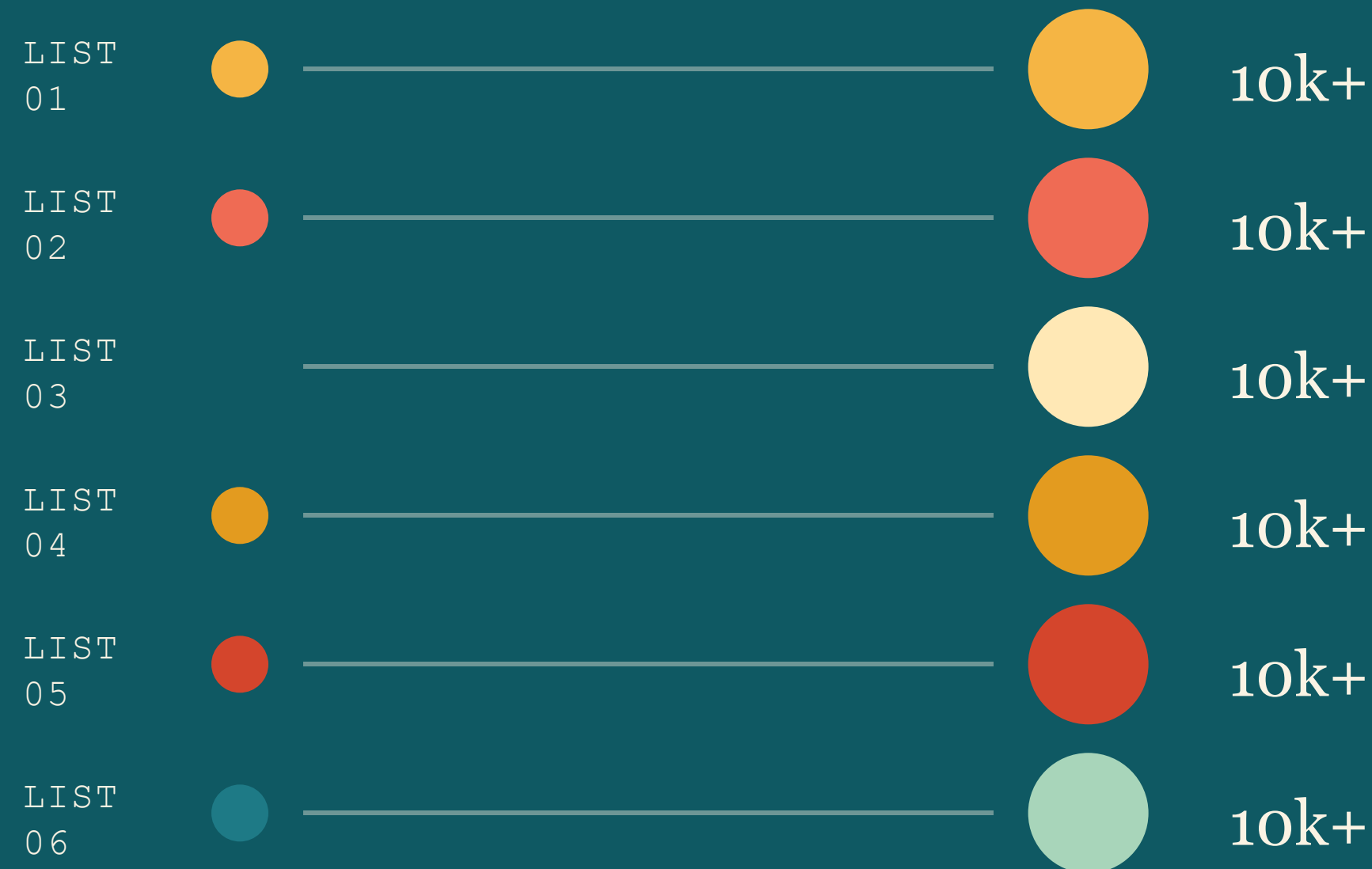
01	Legal services	Law firms & solo attorneys
02	Creative services	Independent artists
03	Small business	SMB brands

THE FULL CONTENT STACK

- Keyword research & SEO-optimized long-form
- Email sequences & lifecycle automation
- Landing pages & conversion-focused ad copy
- Translating technical legal material into plain language
- End-to-end account management: scope, timeline, deliverables

● THE REPEATABLE
ONE

Six email lists grown from zero to 10,000+. The playbook, six times.



CROSS-PLATFORM FLUENCY

Audience development across Instagram, Facebook, TikTok, and Twitter/X — each list was built with no borrowed reach, no publisher marketing team, no built-in audience.

Medium

Ghost

Substack

Patreon

Self-hosted

- INDIE PUBLISHING AS A BUSINESS

38

novels published as an independent author. The equivalent of running a small creative publishing business.

4 Amazon Bestsellers — earned through audience, ad strategy, and launch sequencing. No publisher marketing budget.

16 audiobooks produced and directed, from script to final mix.

2023 HearNow Palooza Platinum Winner and *SOVAS Finalist*.

Direct-to-consumer channels: Amazon, Kindle Direct, BookBub, and more.

- AD PERFORMANCE · SELF-FUNDED

Full-funnel ad management where every dollar has to earn its keep.

META · CPC

\$0.07

Cost-per-click at scale on Meta ads.
Self-funded campaigns.

BOOKBUB · CTR

32.5%

Multi-channel launch strategy.

Coordinated launch sequencing across five platforms for every release.

Meta

Google

TikTok

Amazon

YouTube

- AI WORKFLOWS IN PRODUCTION

Proprietary workflows, *shipped.*

AI isn't a line item on the resume — it's how I build marketing personas, maintain brand voice across brands, and compress editorial turnaround without losing accuracy.

01

Marketing persona development — proprietary workflow turning customer data and sentiment into segmentation-ready personas in a fraction of traditional timelines.

02

AI-integrated production pipelines — prompt libraries, editorial QA workflows, metadata generation, competitive research.

03

Prompt engineering for brand voice — frameworks that translate style guides into LLM-ready instructions, running in production across multiple brands.

04

AI-assisted editorial systems — subject line generation, re-engagement sequencing, subscriber segmentation logic.

LET'S TALK · INDEPENDENT AI
RESEARCH, CONTENT, AND COLLABORATION

Get in *touch.*

NAME

Claire Szewczyk

EMAIL

claire.szewczyk@gmail.com

PHONE

(859) 979-0955

BASED IN

West Melbourne, FL

LINKS

LinkedIn · Portfolio

OPEN TO

Content · AI · Collaboration

THANK YOU

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